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ABSTRACT

The Vigo County (Indiana) Public Library received a two-year grant, under the Library Services and Construction Act, to improve services to the disadvantaged in urban and rural areas. A program was developed to use a converted bookmobile to deliver films, records, video tape, viewmasters, tape recorders, and other "new" media to the OEO Community Center area of Terre Haute and to several geographically isolated areas of Vigo County. This service was planned in cooperation with the various agencies serving these populations. A team from Indiana State University evaluated the program in terms of its objectives, and found that 1) the potential of the new media in public library programs was demonstrated, particularly the use of video tape; 2) excellent cooperation between library staff and other agencies, such as OEO and extension services was established; 3) the mediamobile provided media resources unavailable elsewhere; 4) the disadvantaged responded positively to the new media; 5) the information and assistance provided helped children improve their attitude toward and capacity for learning; and 6) the disadvantaged participated in the services equally with other citizens. A bibliography is appended. (LS)

ED 090941

VIGO COUNTY PUBLIC LIBRARY MEDIAMOBILE:
EVALUATION OF A LIBRARY SERVICES ACT PROJECT

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EDUCATION & WELFARE
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Vigo County Public Library
Terre Haute, Indiana

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The necessity of national support for the improvement of public library services was first demonstrated with the enactment of the Rural Library Services Act of 1956. The basic law was amended in 1964 to extend participation to urban areas. Since urban libraries were brought within the scope of the law, "outreach" programs have improved library services available to poor and minority group populations by such means as storefront libraries, cooperation with Headstart and day care centers.

Despite these accomplishments, high-quality public library services and facilities were not yet available in 1970 to every American. Therefore, Congress considered and passed the Library Services and Construction Amendments of 1970. Allotments under the provisions of Title I were for the purpose of extending and improving public library services, especially for geographical areas and groups of people without access to these services, including the disadvantaged in rural and urban areas.

Under a two year grant from the 1970 Act, Vigo County (IN) Public Library is providing information services to selected clientele through media such as films, records, video tape, viewmasters, tape recorders, etc., housed in a renovated bookmobile. The recipients of this service are low income citizens in the OEO Community Center areas of Terre Haute and the low income and/or geographically isolated citizens in the outlying communities of Vigo County. The converted bookmobile is staffed

by the former bookmobile librarian, a driver and a library technician.

The Project Proposal states the following objectives:

1. To demonstrate the potential of the new forms of information and equipment in a public library program.
2. To further public library cooperation with agencies and organizations such as OEO and Cooperative Extension Services who are currently working with the disadvantaged.
3. To provide media resources that are not now available.
4. To demonstrate that the disadvantaged respond to the "new" media.
5. To determine maintenance and replacement cost for new media in public use.
6. To enable the disadvantaged to upgrade themselves through a public library program that provides information resources and assistance in using this information.
7. To strengthen the library's existing program of service to disadvantaged groups through training in participation, leadership, and program planning.

To fulfill the requirements of the grant, the Vigo County Public Library Board engaged an evaluation team from Indiana State University* to evaluate the Mediamobile Project in terms

*Members of the evaluation team were: Evaluation Coordinator, Dr. Thomas L. Pahl, Associate Professor of Political Science and Acting Director of the Center for Governmental Services at Indiana State University. Dr. Pahl has a M.A.P.A. from the University of Minnesota and a Ph.D. from the University of Nebraska; Chief Evaluator, E. Patricia Pahl who has an M.A. in political science from the University of Minnesota where she is pursuing doctoral study in American Studies.

of attainment of the above objectives. The major portion of the evaluation will consider objectives # 2, 4, 6, and 7 with lesser consideration given to objectives # 1 and 3. Consideration of objective # 5 can be done better by the Vigo County Public Library staff who are prepared to cost out maintenance and replacement of the equipment. The evaluation team considered objective # 5 a budgeting matter rather than an item involving delivery of library services.

Figure No. 1 represents a research model of the impact of the Mediamobile project on the objectives listed. It should be noted that there are two types of impacts: primary, those which can be demonstrated through the data developed by the researchers, and secondary, those unmeasured impacts of the program activity. The limited duration of the initial project and the lack of a control group make it difficult to make definitive statements as to the long-range impact of the Mediamobile project; but some tentative hypotheses can be posited.

In our study we have made use of three basic elements: aggregate data (the compilation of statistics); interviews with users or representatives of clientele groups; and the insights of the library staff. The main measures of the effectiveness of impact of a social service project like this include the following:

(1) is the project opportunity-oriented rather than service oriented? An educational tool such as library facilities usually performs both functions; the opportunity function could be defined as

IMPACT MODEL:

PROGRAM: MEDIAMOBILE SERVICE TO VIGO COUNTY COMMUNITY CENTERS AND RURAL COMMUNITIES

OBJECTIVES	ACTIVITIES	CRITERION MEASURES	IMPACTS
1. To demonstrate the potential of the new forms of information and equipment in a public library program.	1. Provision of media resources to low-income citizens in the OEO Community Center areas of Terre Haute.	1. Data measurement by library staff of material and equipment used, by whom and for what purposes.	1. Primary: increased use of library equipment & materials; increased initiation of requests for materials & services; increased interest in participation in decision-making process on library materials.
2. To further public library cooperation with agencies and organizations such as OEO and Cooperative Extension Services who are currently working with the disadvantaged.	2. Provision of media resources to low-income and/or geographically isolated citizens in outlying areas of Vigo County.	2. Compilation by library staff of input by users into system, i.e., requests for materials, rejections.	2. Secondary: effect on disadvantaged in terms of urban indicators.
3. To provide media resources that are not now available.	3. Planning with agencies representing the above.	3. Survey of Outreach workers and agency representatives through personal interviews.	
4. To demonstrate that the disadvantaged respond to the "new" media.	4. Use of Outreach workers as intermediaries.	4. Interviews with library staff.	
5. (Not covered)	(The above to be accomplished by the conversion of a bookmobile vehicle to a mediamobile handling media of all types.)		
6. To enable the disadvantaged to upgrade themselves through a public library program that provides information resources and assistance in using this information.			
7. To strengthen the library's existing program of services to disadvantaged groups through training in participation, leadership, and program planning.			

Figure No. 1

helping people to help themselves.

(2) is the operational unit the neighborhood?

(3) are the disadvantaged directly involved at any level other than as beneficiaries of the service?

(4) is there a readily accessible forum for the poor to criticize and/or suggest new courses of action?

Some of these criterion measures have been satisfied, at least initially, in the designing of the Mediamobile Project. The Mediamobile Project Proposal states that the project was planned with agencies representing the users and was designed to help the users plan for themselves. According to the Mediamobile Project Report for the period February-June 1972:

> "The two-year Vigo County Public Library Mediamobile Project began by asking representatives of various community agencies what kinds of information were most needed by the disadvantaged with whom they worked. Mrs. Jean Conyers, Deputy Director of the Vigo County Office of Economic Opportunity, and Mr. Max Miller of the Vigo County Cooperative Extension Service were key cooperative planners. In addition, Dr. Andre Hammonds, a member of the Hyte Community Center Board, also suggested subject areas for materials, which included such topics as consumer buying and budgeting, health, homemaking, child care, adult education, and volunteer tutoring."

The areas served by the Mediamobile include the Community Center areas in Terre Haute and the communities of Prairie Creek, Youngstown, Lewis, Riley, Burnett, New Goshen and St. Mary's in rural Vigo County, fulfilling the requirement that the operational unit be the neighborhood.

As one of the criterion measures of the impact of the Mediamobile Project, the evaluators prepared a questionnaire which was given to twenty users of Mediamobile services. The

questionnaire was administered by a trained interviewer, Ms. Lois Recascino, Indiana State University graduate student, and contained items designed to (1) elicit opinions on the availability of Mediamobile services and any possible duplication of these services by other agencies; (2) the type of clientele served by the agency which the interviewed individual represented; (3) the degree of participation by the agency's clientele in decision-making with regard to Mediamobile services; and (4) the effectiveness of Mediamobile staff and their rapport with community groups. The respondents were also asked how satisfied they were with the Mediamobile Project, whether they would recommend any changes, and whether termination of the Project would substantially affect their work. Fourteen of the people interviewed represented agencies dealing with the disadvantaged, give were Outreach workers who play dual roles as both disadvantaged themselves and as workers with the disadvantaged, and one was an Indiana State University faculty member who works on a volunteer basis with several agencies.

The interview began with an inquiry into the various ways in which the Mediamobile had been of assistance to the agency with which the respondent worked. The twenty respondents gave forty-one answers (see Figure No. 2). Use of a projector and film was mentioned most frequently, books followed and videotaping was third.

There is no necessary correspondence between the ranking of services by the respondents and the ranking by the Mediamobile staff of services rendered. The respondents were not

given a list to check; their answers to an open-ended question reflect the services recalled by them as helpful in some way.

Figure No. 2

Projector and film	12
Books	7
Videotaping	5
Floor puzzles and games	4
Storyhours	3
Magazines	2
Records	2
Pamphlets	2
Viewmaster slides	1
Art pictures	1
Tape recorders	1
Training Outreach staff in handling books and equipment	1
Total services	41

For the best utilization of resources such as time, money, and facilities, it is essential that the Mediamobile deliver services which are not to any substantial degree duplicated elsewhere in Vigo County. We asked the respondents whether they or their agency could obtain the services listed above anywhere else in Vigo County. Nineteen of the respondents indicated that they did not know of any other sources for these services. The one respondent who indicated that she could obtain some of the services elsewhere is a professor at Indiana State University who has access to media equipment through the University, a source the public agencies do not normally have. This respondent stated, however, that the films and books available at the university are not suitable generally for the groups with which the Mediamobile works because they are produced for the college student and not the lay person.

A followup question designed to uncover additional duplication of services asked the respondents where they would go to obtain these services if the Mediamobile were not delivering the services to their agencies. Only seven respondents listed possible alternatives. Among them were to ask people to donate books, to try to get help from school librarians, to look for volunteers, and to try to get assistance from Indiana State University. None were optimistic about other governmental sources. As one stated: "There's the State Department of Health, but we've had no luck with them. You have to ask a year ahead and they don't always show up."

According to the Mediamobile Project Proposal, the population to be served by the Mediamobile is located in the low income areas of the city and the geographically or economically isolated rural areas of the county. To substantiate that the Mediamobile is reaching the disadvantaged, the respondents were asked to categorize their agency's clientele as low, middle, or high income. Fifteen respondents (75%) described their groups as basically low income; two indicated that low income individuals were the secondary beneficiaries (Volunteer Tutors) of Mediamobile services; one respondent categorized his group as middle income, specifically stating that their income ranged from four to seven thousand dollars annually; and a respondent from Hyte Center described its clientele as middle income. All of the respondents agreed that the Mediamobile had been effective in reaching low income groups.

As stated earlier, representatives of the Office of Econ-

omic Opportunity had worked with the Vigo County Public Library staff in designing the Mediamobile Project Proposal, fulfilling initially the requirement that intended recipients of proposed services must participate in the planning of those services. In an effort to ascertain whether these recipients continue to participate in decisions regarding the services to be offered them, we asked the respondents if they felt that the users of Mediamobile services were participating in decisions on the services. Of the seventeen answering this item, thirteen indicated that members of their groups did participate in deciding what would be presented to them. Three of the remaining four stated that members of their groups were children too young to take any meaningful part.

Respondents mentioned that participation had occurred through requests by users for specific films and books; through the agency's representative asking users to suggest films; and by previewing of some proposed materials by community workers. Examples of this participation include the preparation of packets of pamphlets and leaflets for Outreach workers at all neighborhood centers so that they might be familiar with what was available to their groups. According to the Mediamobile Project Report, July-September 1972, these had been selected in accordance with needs expressed by the Outreach workers. The Outreach workers also participated in the previewing of films in the areas of health, sex education, and planned parenthood; and decisions on purchasing such films are based in part on whether the Outreach workers feel the film will be useful in their programs. A comment from the Mediamobile Staff

Service report for October 31, 1972, reflects this influence on purchasing decisions: "Took three films on sex education which we had ordered for previewing. The group thought that, though the information was good, the form of presentation was too 'square' and middle class."

The role of the Mediamobile staff in providing these services is crucial to the successful implementation of the Mediamobile Project, not only in the efficient and economical delivery of services but in the fulfillment of the criterion of access by the disadvantaged to the decision-making process. If the Mediamobile staff is not open to users of Mediamobile services, if they cannot communicate with the disadvantaged, if they do not cooperate closely with the representatives of disadvantaged groups, then the disadvantaged are denied any "readily accessible forum... to criticize and/or suggest new courses of action." We asked the respondents to rate the Mediamobile staff on its cooperation, giving them four choices: (1) very cooperative, (2) somewhat cooperative, (3) not very cooperative, and (4) not cooperative. All of the nineteen persons responding placed the Mediamobile staff in the highest category, "very cooperative." None of them knew of any instances in which there had been any lack of cooperation, but all of them had additional comments to make regarding examples of cooperation. Some of the comments included:

> "They [Mediamobile staff] allowed me to come to the library to screen the tape. They always make the videotape available when we want it. Mrs. Gudeman [Mediamobile Technician] got to know the material so well she even helped with the tutors. She's almost part of our team."

"Everything we've asked for they've brung. If they think we need something else, they bring that too."

"When they were first approached about making the Center a drop-off point they were anxious to help. There is no hesitation. They make suggestions on books and equipment."

"Everything we ask of them is provided. When new literature related to our work comes in, they call us."

"One time I had to cancel something and they rearranged their schedule to fit mine so we could do it later."

"They came over to introduce what they have. When I asked if they could videotape at the South side of town, they were anxious to help."

"We needed a film for a Vet Science project which was to be used by another group in a few days--they got a hold of it for us and we showed it that night."

All respondents indicated that they and/or members of their groups had no difficulty communicating with members of the Mediamobile staff. Nor were they aware of any others who may have had any problems communicating with the Mediamobile staff.

The fourth objective listed in the Mediamobile Project Proposal seeks to demonstrate that the disadvantaged respond to the new media. One simple measure of the responsiveness is the utilization by the disadvantaged of the media provided by the Mediamobile. A comparison of performance reports (Figure No. 3) of September 1972 and September 1973 gives an indication in aggregate terms of the increased response in that twelve month period of time.

Figure No. 3 also indicates both growing use of the new equipment and new materials, and increased circulation of books, the library's staple media (perhaps we could refer to books as the "old" media). From this we can conclude that the disad-

Figure No. 3

	Sept. '72	Sept. '73
Materials loaned:		
Audiotapes	8	17
Books, catalogued	628	1,175
Books, uncatalogued	268	565
Filmstrips	2	11
Games	16	37
Kits/Realia	3	5
Magazines	34	65
Motion picture films 8mm	8	8
Motion picture films	4	4
Newspaper	8	64
Nonbook printed items	37	30
Phonorecords	6	16
Slides	150	26
Videotapes	-	1
Viewmaster reels	27	12
Equipment loaned:		
Audiotape player/recorders	6	7
Filmstrip projectors	4	6
Motion picture projectors 8mm	2	1
Motion picture projector 16mm	-	5
Phonorecord players	2	-
Projection screens	3	5
Slide projectors	3	1
Slide viewer	-	1
Videotape player/ recorders	-	2
Viewmasters	7	2

vantaged are, at a minimum, being exposed to the new media.

Through the interview we tried to measure a much more elusive factor--whether the disadvantaged are using the resources of the Mediamobile to upgrade themselves. We asked our respondents whether they had noticed any change in their groups as a result of Mediamobile services. Fourteen of the nineteen responding stated that they had perceived some change; four did not know; and one said that there was no apparent change. The five negative responses came from individuals who worked with adult groups who may be less likely to reveal changes in attitudes or who may need a longer exposure to realize any change. Most of the fourteen positive responses came from those who worked with children. Sample comments about children include the observation that "the kids have learned more, have a chance to get books for school reports," "there is more disciplined learning activity," "kids have a broader range of knowledge of life around them," and "they're a much happier group."

In particular the use of videotaping was viewed as an aid to children. One respondent commented that it gives them a greater imagination and another stated that the use of videotape equipment to record and later replay a program gives the kids a "kick" and brings a lot out of them. Another Mediamobile service was commented on by a group leader who works with girls:

> "Through Group Services [the 'Values and Dignity' game] they [Mediamobile staff] helped them [the girls] understand how they feel about themselves. The movies were entertaining and gave them something to laugh about. Two girls who had been friends for years realized after the Values game that their beliefs were completely different. I tried to show them that this shows you can get

along with other people."

Although all respondents indicated that they were "very satisfied" with the services of the Mediamobile, they were asked if there were any changes which they would propose. A total of seven made suggestions, four of which involved increased funding for additional activities, equipment, and reaching out to groups other than the disadvantaged. Two mentioned the need or desire to be more adequately informed of all the equipment available and the various ways of utilizing it; and one suggested that, if there were training sessions held on proper use of equipment for representatives of local agencies, this might free the Mediamobile staff for other tasks. (Although the library has held training sessions, apparently not all of these people have been able to take advantage of them.)

The respondents were also asked if they knew of any localities which were not being reached by the Mediamobile. Several suggested that the Mediamobile should reach out to West Terre Haute (Dresser) and the Highland area. One obvious difficulty in giving these low income areas extensive service is that they lack any community center around which to organize services; and, strictly speaking, the Mediamobile Project Proposal was designed to serve the Community Centers areas in Terre Haute. However, shortly after our interview was completed, the Mediamobile staff indicated a desire to serve these areas. The August 1973 Mediamobile Staff Services report states:

> "With idea that we might start new Mediamobile stops in the Dresser and Highland areas, [Betty Dodson, Mediamobile Librarian] talked with Jean Conyers who has tried

> to get Action programs going at both places. She was not at all encouraging. Dresser resented 'outsiders' and the door-to-door campaign in Highland met with apathy. Will soon decide whether to go. (We finally decided to make a 'try' of it.)"

There is support for the pessimism expressed above in statements of respondents in the interview; one OEO Outreach worker said that she did not think the Highland people wanted to be reached, and another respondent indicated that no one knew how to reach the people in Dresser. The stop in the Highland area has replaced a previous stop in a middle class North Terre Haute neighborhood which was within walking distance of an existing branch library, a stop which the evaluation team had considered inconsistent with the objectives of the Project.

It appears doubtful that the Mediamobile will obtain instant success with these two additional areas but it should be noted that, in charting the offering of services to agencies by the Mediamobile staff from September of 1972 through August of 1973, we have found a consistent pattern of positive response. In only one instance was a proffered service declined (the Director of Glenn Recreation Center refused books) but other services offered to the same center were accepted. The Mediamobile may succeed although other social service agencies apparently have failed in their attempts to reach these areas.

The final question of the interview asked the respondents if termination of Mediamobile services would make a difference to their agencies and how would it affect them. The response was unanimous and unqualified: the Mediamobile did make a difference in the operation of these agencies. The saving of time

for the agency's staff leaving them free for other tasks was mentioned frequently; the respondents indicated that they did not have the time to get to the library nor the time to choose among books and other media. The benefit to children who have no transportation to the library or whose parents might not otherwise expose them to library facilities was also referred to by several respondents. In one case in particular, the boys at the Johnston Youth Center are locked up at night and without the Mediamobile would have no access to books and other media. In dealing with the television generation, the agencies have found the new media a real asset. The Workshop Director of the Volunteer Tutor Program commented on this aspect:

> "It [the lack of Mediamobile services] would definitely impair our volunteer workshop program. In my opinion, the role dramas were more useful on videotape--there was less distraction from the human element. People are more media-oriented, they get more from the tapes."

SUMMARY EVALUATION OF OBJECTIVES

1. TO DEMONSTRATE THE POTENTIAL OF NEW FORMS OF INFORMATION AND EQUIPMENT IN A PUBLIC LIBRARY PROGRAM

Videotaping provides a good example of the variety of activities in which the new equipment has been used. The OEO used it to present a visual demonstration of their Breakfast Program to the County Council; Volunteer Tutors utilized it for training their volunteers; the Community Action Program taped sessions on legal aid (four of the tapes were later broadcast on Indiana Cable Television); and the Youth Services Bureau videotaped a program by ex-drug addicts for replay to other groups at later times. The potential of the new forms of information and equipment is limited largely by the needs and imagination of the public agencies working with the Mediamobile.

2. TO FURTHER PUBLIC LIBRARY COOPERATION WITH AGENCIES AND ORGANIZATIONS SUCH AS OEO AND COOPERATIVE EXTENSION SERVICES WHO ARE CURRENTLY WORKING WITH THE DISADVANTAGED

From the interview data it is apparent that the Mediamobile staff has a good relationship with the various agencies serving the disadvantaged. This cooperation is of mutual benefit for there is reciprocity involved: the Mediamobile staff saves time for and gives professional assistance to the agency staff which in turn helps disadvantaged individuals in their initial dealings with the library. The agency also provides both a group organized to use Mediamobile services and a physical location for those services. This cooperation helps to maximize the perfor-

mance of both the agency involved and the Mediamobile staff.

3. TO PROVIDE MEDIA RESOURCES THAT ARE NOT NOW AVAILABLE.

Respondents indicated they do not normally have available resources similar to the Mediamobile. In those instances in which they could obtain assistance elsewhere, the service generally is less reliable, more time-consuming, and the materials less well suited for the clientele of their agency.

4. TO DEMONSTRATE THAT THE DISADVANTAGED RESPOND TO THE "NEW" MEDIA.

Aggregate data indicate increased use of the new media by the disadvantaged over a twelve-month period of time. The staff service reports also indicate that disadvantaged groups respond positively when offered Mediamobile services. As was stated in a quotation from a respondent, people today are more media-oriented; they need the stimulus of the new media to capture their attention and interest.

5. (Not covered.)

6. TO ENABLE THE DISADVANTAGED TO UPGRADE THEMSELVES THROUGH A PUBLIC LIBRARY PROGRAM THAT PROVIDES INFORMATION RESOURCES AND ASSISTANCE IN USING THIS INFORMATION.

It is far easier to measure the delivery of services in terms of numbers of books checked out, pamphlets distributed, and films viewed than to measure the impact of a social service project which seeks to give the disadvantaged new opportunities.

> "The opportunity program . . . is concerned not with directly meeting the material needs of a group but with increasing the group's capabilities or opportunities to acquire goods and services (and sometimes status and power) for themselves. The main goal of an opportunity program is to bring about a 'positive

> change in an individual's capacity to earn or to learn ' . . . The consequence for evaluation is that program 'outputs' are often more elusive, and less easily sorted out and measured . . ." (Thomas A. Morehouse, "Program Evaluation: Social Research versus Public Policy," p. 872)

Data gathered through our interviews indicate that there have been changes observed by respondents in children who were assisted in some way by the Mediamobile. Changes which increased the children's capacity to learn were cited and also changes in attitudes, in the ability to accept others with different value systems. As far as adults were concerned, we could find no observable nor expressed changes which could be related to an increased capacity to earn or learn. From our study all we can state definitively is that information resources which could assist the disadvantaged in upgrading themselves are being made available to adults; and adults are being exposed to these information resources primarily through the group activities of the agencies involved.

Although this study cannot demonstrate that disadvantaged adults have succeeded in upgrading themselves through the assistance of the Mediamobile, a report from the state of Illinois indicates that the use of a mobile van to bring employment services to the disadvantaged has met with success. The Illinois Mobile Recruitment Cruiser Project sought to bring recruitment services to those living in remote cities and counties, and to assist in employing the employables in areas of high unemployment. The results of the Illinois project indicate that disadvantaged and/or isolated adults will utilize the opportunities afforded them by this kind of project. Thus,

although the two-year duration of the Mediamobile Project is insufficient to detect measurable changes in adults, and the areas of information (general education development, nutrition, maternal health, etc.) too broad to record specific accomplishments in any one area, we can hypothesize that the Mediamobile information resources are of assistance in helping the disadvantaged upgrade themselves.

7. TO STRENGTHEN THE LIBRARY'S EXISTING PROGRAM OF SERVICES TO DISADVANTAGED GROUPS THROUGH TRAINING IN PARTICIPATION, LEADERSHIP, AND PROGRAM PLANNING.

Social services, including library services, have at times been criticized for perpetuating the pathology of the poor and ". . . what is more, diminishing will and the motivation [of the poor] to change their fundamental status. But services need not be paternalistic in character. Regarded as rights, they tend to strengthen rather than weaken a sense of status." (Kenneth B. Clark and Jeanette Hopkins, A Relevant War Against Poverty, pp. 67-8.) From our report it is evident that the disadvantaged have participated in choosing materials which will be used by them and that they feel free to communicate their wishes to the Mediamobile staff. Our judgment is that both the disadvantaged and the Mediamobile staff regard library services as a right and that, in that respect, the Mediamobile has assisted the disadvantaged in participating in public services on an equal basis with other citizens.

The new media have been used by some of the agencies to help children plan, carry out, and evaluate programs; however, our study did not indicate that either program planning or leader-

ship roles were being assumed by disadvantaged adults. This may be more a reflection on the staff at the Community Centers than on the Mediamobile staff, but it would appear that program planning and leadership roles are still assumed primarily by the agency staff assisted by Outreach workers and not by the disadvantaged themselves.

In conclusion we would state that the Mediamobile Project has attained some of its objectives and appears to be on the right path to reaching the others. It is viewed as a welcome community service by agencies for the disadvantaged; it provides services for the disadvantaged which they cannot obtain elsewhere; the response of the disadvantaged to Mediamobile services and staff has been strongly positive; and the thrust of Mediamobile services for the disadvantaged has been opportunity-oriented.

INTERVIEW

1. In what ways has the Mediamobile been of service to you?

2. Could you obtain these services somewhere else? ____Yes ____No

   If yes, where else could you obtain these services?

   If the Mediamobile were not bringing you these services, would you go to (elsewhere)? ____Yes ____No

3. As to income, how would you characterize the users of the Mediamobile services whom you have worked with?

   ____High ____Middle ____Low

4. If low income, did they participate in choosing materials presented, in scheduling services, in the type of equipment purchased?

   ____Yes ____No

5. Do you think the Mediamobile has been effective in reaching the low income and disadvantaged?

   ____Yes ____No

   Has it fallen short in any ways?

   Are there any groups of low income people or areas the Mediamobile is not reaching?

6. Do you think there have been changes in your group as a result of the Mediamobile services? Can you give examples?

7. How would you rate the Mediamobile staff in terms of their cooperation with you?

   ____Very cooperative ____Somewhat cooperative ____Not very cooperative ____Not cooperative

   Can you give examples of cooperation? Of lack of cooperation?

8. Were you always able to communicate to Mediamobile personnel the needs of your group?

   ____Yes ____No

If no, can you give examples?

Do you know of any difficulty in communicating that others had?

9. If you could, would you make any changes in the Mediamobile project?

____Yes ____No If yes, what changes would you make?

10. Thinking over your experiences with the Mediamobile, have you been satisfied with it?

____Very satisfied ____Somewhat satisfied ____Not very satisfied ____Not satisfied

11. Would it make a difference to you if this program were terminated?

If yes, in what ways?

AGENCY IDENTIFICATION OF RESPONDENTS

H. Ralph Johnston Youth Community Center

Vigo County Area Extension Service

Workshop Director of Volunteer Tutor Program

Deputy Director of OEO

OEO Outreach Worker

CBC Outreach Worker

Coordinator of OEO Outreach Workers

Nursery School teacher, Centenary Church

Social Worker, Vigo County School Corporation

CBC Outreach Worker

Youth Service Bureau

Torner Girls Club

Health Coordinator, Hyte Community Center

School of Nursing, Indiana State University

Outreach Worker, Vigo County Area Extension Service

Vigo County Area Extension Service

U.S. Department of Agriculture Extension Service

Neighborhood Youth Corps Director

Assistant Director, Hyte Community Center

Library Assistant, Hyte Community Center

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